

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

December, 2013

BRS-017 : RETAIL OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *Each question carries equal marks.*
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1. Discuss how retailers can reduce shrinkage from shoplifting and employee theft ? 20
2. What steps to be implemented for providing outstanding customer service ? 20
3. A department store is building an addition. The merchandise manager for furniture is trying to convince the vice president to allot this new space to the furniture department. The merchandise manager for men's clothing is also trying to gain the space. What points should each manager use when presenting his order votionole ? 20
4. Explain the merchandise planning process with an example. 20
5. Supply chain management is a progression in the value chain from sourcing to satisfy customer needs. Discuss. 20

6. (a) As far as Indian supermarkets are concerned, which products are less suitable for the private label formula ? 10
- (b) Describe a model of store choice and its impact on loyalty. 10
7. When setting goals for a negotiation session with a vendor what issues should a buyer consider ? Explain with the help of a suitable example. 20
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